

Hamad International Airport wraps up successful summer program

By **Mary Jane Pittilla** on September, 10 2019 | Airlines & Airports



Hamad International Airport's Summer in Qatar Festival's popular roaming acts

Hamad International Airport (HIA) has held its summer program.

The airport partnered with Qatar National Tourism Council, Qatar Airways, and Qatar Duty Free to deliver what it called the biggest summer program yet.

HIA's Summer in Qatar program ran from July to August and engaged more than seven million passengers in the award-winning terminal.

Some of the activations featured a heritage zone, which engaged passengers from all over the world through more than 260 hours of cultural and traditional performances.

The performances included a Traditional Costume Op, which allowed travelers to try on traditional Qatari costumes, with memories captured on Polaroid photos given to the passengers.

The heritage zone also included Qatari traditional dance performances (Fraisa) and a calligraphy artist who wrote passengers' names in traditional Arabic calligraphy and gifted them to the passengers.

Other handicraft activities included a Henna body art activation and a netmaker attracting a large number of visitors. Travelers also enjoyed Qatari hospitality by visiting the Gahwa (Arabic coffee) and dates section.

The kids' zone provided kids of all ages with a variety of games, such as a giant Lego experience and a painting wall, where they could play. It also celebrated the Eid period by distributing Eid greeting cards. Featuring some edutainment features, the kids' zone held a nutrition activation, which gave away healthy snacks, and back-to-school activities.

In addition, HIA held 98 hours of diverse performance arts roaming in the terminal. Passengers of all ages danced and took selfies with the parading actors. These acts consisted of colorful shows with distinctive costumes and living statue acts that received lots of interactions.

With the second quarter of 2019 being the busiest Q2 period for the airport yet, HIA aimed to demonstrate its ability to not only continue its smooth and seamless airport operations during peak season, but also curate entertaining initiatives.

Commenting on the success of HIA's Summer in Qatar, Engr. Badr Mohammed Al Meer, Chief Operating Officer at Hamad International Airport, said: "We are extremely proud of the efforts and success witnessed during our Summer in Qatar program. Our collaboration with Qatar National Tourism Council, Qatar Airways and Qatar Duty Free, and the lively entertainment that resulted from our collaboration, truly highlights our shared commitment to promoting Qatar as a destination of choice and, making its hospitable culture shine."

Al Meer added: "We will continue to put HIA on the map as an airport with passenger experience like none other, while shining a light on Qatar as the preferred tourism destination with world-class experiences."

HIA passengers with longer transfer times were also treated to an array of digital activations. HIA created a Complete Your Story Instagram activity where passengers were given a challenge to find different Summer in Qatar activities taking place around the terminal and share their experience on their Instagram stories.

Participating passengers were randomly selected to have their stories reposted to HIA's official Instagram account and were also awarded vouchers to redeem at various food, beverage and retail outlets at the airport.